

## Statistics

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### Population (2003)

Oregon:	2,742,810	metro	(1.1% of total U.S. metro)
	<u>816,786</u>	non-metro	(1.7% of total U.S. non-metro)
	3,559,596	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

### Farm-Related Employment (2000)

Oregon:	379,267 jobs	(18.4% of total Oregon employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

### Number of Farms (2002)

Oregon:	40,033	(1.8% of total U.S. farms)
United States:	2,128,982	

### Average Farm Size (2002)

Oregon:	427 acres
United States:	441 acres

### Market Value of Agricultural Products Sold (2002)

Oregon:	\$3.2 billion
United States:	\$200.6 billion

**Rank among all States in market value of agricultural products sold (2002): #25**

### Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Greenhouse/nursery	862,381	6.0
Cattle and calves	411,727	1.1
Dairy products	259,250	1.3
Hay	257,548	5.6
Potatoes	125,211	4.1

#### **Value of Agricultural Products Sold Directly to Consumers (2002)**

Oregon: \$21.4 million  
United States: \$812.2 million

#### **Farmers Markets (2004)**

Oregon: 64  
United States: 3,617

#### **Market Value of Certified Organic Commodities (2002)\***

Oregon: \$9.9 million  
United States: \$392.8 million

\*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

#### **Certified Organic Acreage (2001)**

Oregon: 27,501 acres  
United States: 2,343,857 acres

#### **USDA-Accredited Organic Certifying Agents (2005)**

Based in Oregon: 1  
Total: 96

## **Marketing Products and Services**

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#### **Specific to Oregon**

##### **Portland Studies Feasibility of Public Market**

In April 2005, a meeting was held in Portland to review a feasibility study of a new public market in that city. AMS is helping the City of Portland to develop this market. The first phase of the study assessed market support and financial feasibility of the market if located

in the Skidmore Fountain Building adjacent to Ankeny Plaza in Old Town Portland.

### **Marketing Prospects for Weed-Free Hay**

In cooperation with Wallowa County officials, AMS investigated the nature of growing consumer demand for weed-free hay and straw products in Western States, and assessed the sales potential of this marketing channel for small/medium-sized farm operations. The report is published as "Making Hay, the Right Way," in the March 2004 issue of *Rural Cooperatives Magazine*.

### **Federal-State Marketing Improvement Program (FSMIP) Grants**

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$52,000 was awarded to the Oregon Department of Agriculture to study and document the flow of cargo along the western Pacific littoral to identify the critical mass of cargo that can support weekly scheduled common carrier containerized barge services as a way to increase efficiency in the transportation system and improve the competitiveness of western U.S. agriculture in world markets.
- In 2003, \$58,370 was awarded to the Oregon Department of Agriculture to study and document the flow of all cargo along the western Pacific littoral in order to identify the critical mass of cargo that can support weekly scheduled common carrier containerized barge services as a way to increase efficiency in the transportation system and improve the competitiveness of western U.S. agriculture in world markets.

### **Regional Interest**

#### **Regional Ranchers Conference**

In November 2005 AMS participated in the *Northern Regional Successful Strategies for Farmers and Ranchers Conference*, sponsored by USDA's Risk Management Agency, in Billings, MT. Livestock production and marketing, and agricultural risk management were highlighted at the conference. Individual workshops addressed alternative farm enterprises, organic and hydroponic farming practices, and other methods for small and medium-sized agricultural producers to remain economically viable in a rapidly changing market environment. Conference attendees included farmers, ranchers, Tribal leaders and members, community based organizations, and others from Alaska, Idaho, Montana, Oregon, North Dakota, South Dakota, Washington, and Wyoming. AMS handed out literature on direct farm marketing practices, including copies of *Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), a study developed by AMS in collaboration with Texas A&M University.

#### **Marketing Study Pays Off for Oregon Farmers.**

In 2001, the potato commissions of Oregon, Idaho, and Washington, in cooperation with Washington State Department of Agriculture, received a Federal-State Marketing Improvement Program grant to provide Japanese snack food processors with technical information about the characteristics and uses of U.S. chipping potatoes. While in Japan, officials learned of potential opportunities in the South Korean market, and some of the materials developed for the Japanese presentations were used during meetings with South Korean processors to discuss the quality and year-round availability of chipping potatoes from the Northwest. Over the intervening months, more information was exchanged, and South Korean buyers visited Washington State to tour potato fields, packinghouses, a chip

processing plant, and the Port of Seattle. In December, 118 shipping containers (nearly 5 million pounds) of fresh potatoes had been shipped to one of South Korea's largest snack food processing companies. Additional shipments are expected in the coming months. The project final report is available at *Building the Foundation for the Export of U.S. Chipping Potatoes to Japan*.

### **Oregon Participates in Food Policy Conference**

Oregon participated in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. The conference was sponsored by USDA's AMS and Risk Management Agencies. Other participants were from Arizona, Illinois, Iowa, Kansas, Minnesota, New Mexico, North Carolina, Oklahoma, Utah, and Washington.

### **Community Supported Agriculture Assessment**

AMS conducted a study with the California Institute for Rural Studies to assess the importance of subscription/community supported agriculture (CSA) in creating a profitable outlet for small- and medium-sized growers. The study involved investigating eight CSA marketing operations in California and Washington State. A report of the results can be found at *Community Supported Agriculture in California, Oregon and Washington: Challenges and Opportunities* (PDF).

### **Produce Marketing in Mexico**

*Mexico's Changing Marketing System for Fresh Produce: Emerging Markets, Practices, Trends and Issues* (PDF) examines the impact of recent chain store expansion on the Mexican distribution system for perishables, and explores the relationship between changing buyer/consumer preferences in Mexico, and potential for U.S. origin fresh produce items.

### **General Interest**

#### **New Farm-to-School Marketing Publication**

*Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals* (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

#### **Farm-to-School Report**

*How Local Farmers and School Food Service Buyers Are Building Alliances* (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

#### **Marketing via the Internet**

*How to Direct Market Farm Products on the Internet* (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

#### **Trends in Farmers Markets**

*U.S. Farmers Markets—2000: A Study of Emerging Trends* (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations,

and merchandising at farmers markets.

**Market Research on Small Meat Processors**

*Enhancing Commercial Food Service Sales by Small Meat Processing Firms* (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.